

CONTRACT



WUAB
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

<u>Contract / Revision</u> 793787 /		<u>Alt Order #</u> 06224928
<u>Product</u> AMERICAN CROSSROADS		
<u>Contract Dates</u> 09/05/12 - 09/14/12		<u>Estimate #</u> 690
<u>Advertiser</u> American Crossroads		<u>Original Date / Revision</u> 09/12/12 / 09/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WUAB	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 11	<u>Product Code</u> 27
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WUAB	09/07/12	09/07/12	Late News M-F	10-11p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----1--				1	\$800.00			
2	WUAB	09/07/12	09/07/12	M-F 730-8p	730-8p		:30			NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	----1--				1	\$725.00			
3	WUAB	09/10/12	09/10/12	Late News M-F	10-11p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$800.00			
E 4	WUAB	09/10/12	09/10/12	M-F 730-8p	730-8p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	1-----				1	\$725.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WUAB	09/10/12-09/16/12	M-F 730-8p	730-8p	M-----	:30		\$725.00	NM		
		Credited										
5	WUAB	09/08/12	09/08/12	Action News at 10p	10-11p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1-				1	\$800.00			
6	WUAB	09/09/12	09/09/12	Action News at 10p	10-11p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1				1	\$800.00			
7	WUAB	09/06/12	09/13/12	Late News M-F	10-11p		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---1---				1	\$800.00			
Week:		09/10/12	09/16/12	---1---				1	\$800.00			
8	WUAB	09/06/12	09/13/12	M-F 730-8p	730-8p		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	---1---				1	\$725.00			
Week:		09/10/12	09/16/12	---1---				1	\$725.00			
9	WUAB	09/11/12	09/11/12	Late News M-F	10-11p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-1-----				1	\$800.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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<u>Advertiser</u> American Crossroads		<u>Estimate #</u> 690
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
10	WUAB	09/11/12	09/11/12	M-F 730-8p	730-8p		:30			NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	- 1 - - - -				1	\$725.00			
11	WUAB	09/05/12	09/12/12	Late News M-F	10-11p		:30			NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-- 1 - - - -				1	\$800.00			
Week:		09/10/12	09/16/12	-- 1 - - - -				1	\$800.00			
12	WUAB	09/05/12	09/12/12	M-F 730-8p	730-8p		:30			NM	2	\$1,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-- 1 - - - -				1	\$725.00			
Week:		09/10/12	09/16/12	-- 1 - - - -				1	\$725.00			
13	WUAB	09/14/12	09/14/12	Late News M-F	10-11p		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	- - - - 1 - -				1	\$800.00			
14	WUAB	09/14/12	09/14/12	M-F 730-8p	730-8p		:30			NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	- - - - 1 - -				1	\$725.00			
N 15	WUAB	09/14/12	09/14/12	M-F 7-730p	7-730p		:30			NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	- - - - F - -				1	\$675.00			
Totals											18	\$13,750.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/14/12	18	\$13,750.00	\$11,687.50
Totals	18	\$13,750.00	\$11,687.50

Signature: _____ Date: _____

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